

CITY COUNCIL
ATLANTA, GEORGIA

F.3

14-O-1387

AN ORDINANCE BY COUNCILMEMBERS KWANZA HALL AND NATALYN ARCHIBONG AUTHORIZING THE INSTALLATION OF PUBLIC ART AT 253 AUBURN A VENUE, ATLANTA, GEORGIA AS PURSUANT TO CODE SECTION 16- 28.025 OF THE 1982 ZONING ORDINANCE OF THE CITY OF ATLANTA; AND FOR OTHER PURPOSES.

Workflow List:

Atlanta City Council
Zoning Committee
Mayor's Office

Completed 07/24/2014 12:27 PM
Pending
Pending

HISTORY:

07/21/14 Atlanta City Council REFERRED WITHOUT OBJECTION

RESULT: REFERRED WITHOUT OBJECTION Next: 7/30/2014 9:30 AM

RESULT: REFERRED WITHOUT OBJECTION Next: 7/30/2014 9:30 AM

Certified by Presiding Officer	Certified by Clerk
Mayor's Action <i>See Authentication Page Attachment</i>	

LEGISLATION HISTORY – BLUE BACK

**CITY COUNCIL
ATLANTA, GEORGIA**

14-O-1387

SPONSOR SIGNATURES



Natalyn Mosby Archibong, Councilmember, District 5

AN ORDINANCE BY COUNCILMEMBERS KWANZA HALL AND NATALYN ARCHIBONG AUTHORIZING THE INSTALLATION OF PUBLIC ART AT 253 AUBURN A VENUE, ATLANTA, GEORGIA AS PURSUANT TO CODE SECTION 16- 28.025 OF THE 1982 ZONING ORDINANCE OF THE CITY OF ATLANTA; AND FOR OTHER PURPOSES.

WHEREAS, The Mayor and the City Council of the City of Atlanta are committed to maintaining an attractive City for residents and visitors through the regulation of signs; and

WHEREAS, the City Council of the City of Atlanta, and the Mayor must authorize Public Art under Chapter 16 of the 1982 Zoning Ordinance of the City of Atlanta (16-28.025 Public Art); and

WHEREAS, the sponsor and artist, The Loss Prevention Collective, have obtained the appropriate preliminary certification from the Director of the Office of Traffic and Transportation, affirming the work will not constitute a traffic hazard or undue and dangerous distraction to motorists or pedestrians; and

WHEREAS, the sponsor and artist, The Loss Prevention Collective, have obtained the appropriate preliminary certification from the Urban Design Commission, establishing the work does not contain nor is intended to convey a commercial message primarily, provided that the name of a sponsor may be displayed on an adjacent plaque or similar display that is not more than two square feet in area; and

WHEREAS, the sponsor and artist, The Loss Prevention Collective, have obtained the appropriate preliminary certification from the Director of the Bureau of Cultural Affairs, which affirms that the work is not inconsistent with the City of Atlanta's Public Art Program; and

WHEREAS the sponsor and artist, The Loss Prevention Collective, need final approval from the City Council and the Mayor, as pursuant to the 1982 Zoning Ordinance of the City of Atlanta and hereby respectfully submit their request for approval of Public Art at 253 Auburn Avenue, Atlanta, GA 30316; and

WHEREAS, the Council finds that the value to the general public in viewing the work is not outweighed by any existing negative public interests related to aesthetics, additional sign clutter, or the public safety.

NOW, THEREFORE, BE IT ORDAINED BY THE COUNCIL OF THE CITY OF ATLANTA, GEORGIA, as follows:

SECTION 1: This ordinance shall authorize the placement of artwork at 253 Auburn Avenue, Atlanta, GA 30316, pursuant to the Public Art Section of Chapter 16 of the 1982 Zoning Ordinance of the City of Atlanta (16-28.025 Public Art).

AN ORDINANCE BY
COUNCILMEMBER KWANZA HALL

Natalyn Archibong

AN ORDINANCE AUTHORIZING THE INSTALLATION OF PUBLIC ART AT 253 AUBURN AVENUE, ATLANTA, GEORGIA AS PURSUANT TO CODE SECTION 16-28.025 OF THE 1982 ZONING ORDINANCE OF THE CITY OF ATLANTA; AND FOR OTHER PURPOSES.

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SECTION 2: All ordinances or parts of ordinances in conflict with this ordinance are hereby waived in this only

(Do Not Write Above This Line)

AN ORDINANCE BY

COUNCILMEMBER KWANZA HALL

AN ORDINANCE AUTHORIZING THE INSTALLATION OF PUBLIC ART AT 253 AUBURN AVENUE, ATLANTA, GEORGIA AS PURSUANT TO CODE SECTION 16-28.025 OF THE 1982 ZONING ORDINANCE OF THE CITY OF ATLANTA; AND FOR OTHER PURPOSES.

First Reading

FINAL COUNCIL ACTION
☐ 2nd ☐ 1st & 2nd ☐ 3rd
 Readings

☐ Consent ☐ V Vote ☐ RC Vote

Committee _____
 Date _____
 Chair _____
 Referred To _____

Committee

Date _____

Chair _____

Action
 Fav, Adv, Hold (see rev. side)
 Other _____

Members _____

 Refer To _____

Committee

Date _____

Chair _____

Action
 Fav, Adv, Hold (see rev. side)
 Other _____

Members _____

 Refer To _____

CERTIFIED

MAYOR'S ACTION

Committee

Date _____

Chair _____

Action
 Fav, Adv, Hold (see rev. side)
 Other _____

Members _____

 Refer To _____

Committee

Date _____

Chair _____

Action
 Fav, Adv, Hold (see rev. side)
 Other _____

Members _____

 Refer To _____

- ☐ CONSENT REFER
☐ REGULAR REPORT REFER
☐ ADVERTISE & REFER
☐ 1ST ADOPT 2ND READ & REFER
☒ PERSONAL PAPER REFER

Date Referred
 Referred To: 7/21/14
 201114

Date Referred
 Referred To:

Date Referred:
 Referred To:

CERTIFICATION FOR THE INSTALLATION OF PUBLIC ART

PURSUANT TO CHAPTER 28, "GENERAL AND SUPPLEMENTARY REGULATIONS", OF THE
CITY OF ATLANTA 1982 ZONING ORDINANCE

NAME OF SPONSOR: The Loss Prevention Arts
 ADDRESS: PO Box 18111, Atlanta, GA. 30316
 TELEPHONE NUMBER: 404-964-4849
 E-MAIL: maggie.thelossprevention@gmail.com
 NAME OF ARTWORK: "Hero: Evelyn Lowery Tribute"
 MEDIUM OF ARTWORK: Acrylic paint
 DIMENSIONS: 10'x25'
 PROPOSED LOCATION: East facing wall of 253 Auburn Ave, 30303
 NAME OF ARTIST: The Loss Prevention Arts

ATTACHMENTS:

- Drawing or photo of work
- Drawing or representation of work in context to its location
- Artist's resume
- Artist's statement regarding work

1. THE OFFICE OF TRANSPORTATION

CONTACT PERSON: CUSTOMER SERVICE

TELEPHONE & ADDRESS: 330-6699, SUITE 4900, 55 TRINITY AVE SW

THE OFFICE OF TRANSPORTATION HEREBY CERTIFIES THAT THIS APPLICATION
MEETS THE CRITERIA APPLICABLE TO THIS OFFICE SPECIFIED IN SECTION 16-
28.025 OF THE SIGN ORDINANCE OF THE CITY OF ATLANTA.

DATE 7/18/2014

SIGNATURE 

**2. EXECUTIVE DIRECTOR OF THE URBAN DESIGN COMMISSION (OR
DESIGNEE)**

CONTACT PERSON: DOUG YOUNG

TELEPHONE & ADDRESS: 404-330-6145, SUITE 3350, 55 TRINITY AVE SW

THE URBAN DESIGN COMMISSION HEREBY CERTIFIES THAT THIS APPLICATION
MEETS THE CRITERIA APPLICABLE TO THIS COMMISSION SPECIFIED IN SECTION
16-28.025 OF THE SIGN ORDINANCE OF THE CITY OF ATLANTA.

DATE 7/18/14

SIGNATURE 

3. DIRECTOR OF THE OFFICE OF CULTURAL AFFAIRS (OR DESIGNEE)

CONTACT PERSON: EDDIE GRANDERSON

TELEPHONE & ADDRESS: 404 546-6819 233 PEACHTREE STREET N.E. STE 1700
ATLANTA, GA 30303

THE OFFICE OF CULTURAL AFFAIRS HEREBY CERTIFIES THAT THIS APPLICATION
MEETS THE CRITERIA APPLICABLE TO THIS BUREAU SPECIFIED IN SECTION 16-
28.025 OF THE SIGN ORDINANCE OF THE CITY OF ATLANTA.

DATE 7/10/14

SIGNATURE 

YOU MAKE A PRESENTATION TO THE NEIGHBORHOOD PLANNING UNIT (NPU) IN WHICH THE PUBLIC ART WILL BE LOCATED. IN ORDER TO BE PLACED ON THE NEXT NPU AGENDA, PLEASE CONTACT THE NPU COORDINATOR IN BUREAU OF PLANNING, 330-6145, SUITE 3050, 55 TRINITY AVE., SW, ATLANTA, GA 30335.

IN ADDITION TO THESE CERTIFICATIONS, THE ATLANTA SIGN ORDINANCE ALSO REQUIRES THAT AN ORDINANCE APPROVING THIS PUBLIC ART APPLICATION BE PASSED BY THE ATLANTA CITY COUNCIL. WE WOULD RECOMMEND THAT YOU CONTACT THE COUNCIL MEMBER FOR THE DISTRICT IN WHICH THE PUBLIC ART WILL BE LOCATED TO REQUEST THE SUPPORT OF THAT COUNCIL MEMBER AND ASSISTANCE IN SUBMITTING THE NECESSARY LEGISLATION FOR FINAL COUNCIL ACTION.

CHAPTER 28. GENERAL AND SUPPLEMENTARY REGULATIONS

Sec. 16-28.025. Public Art.

Public art is a visual, wholly noncommercial artistic expression intended and able to be viewed from a public way that meets the criteria specified herein. Public art meeting the following criteria may be conditionally located in any district. Consistent with the purpose and intent of this section, the Atlanta city council may, by ordinance, approve a work of public art. Said approval shall not be granted unless said ordinance contains the following three preliminary certifications:

- (1) A certification from the director of the bureau of traffic and transportation or designee that the work will not constitute a traffic hazard or undue and dangerous distraction to motorists or pedestrians;
- (2) A certification from the executive director of the urban design commission or designee that the work does not contain and is not intended to convey a commercial message primarily, provided that the name of a sponsor for said work may be displayed on an adjacent plaque or similar display that is no more than two square feet in area; and
- (3) A certification from the director of the bureau of cultural affairs or designee that the work is not inconsistent with the City of Atlanta's public art program. The council, if provided with these certifications, shall approve, conditionally or otherwise, a work of public art upon finding that it does not negatively affect the public interest related to aesthetics, additional sign clutter, and public safety. In making this finding, the council shall consider the required certifications; the spatial relationship of the proposed art to the building or premises upon which it is located as well as the surrounding area; vehicular and pedestrian traffic safety; the existence of nearby signs; and the size, dimensions and other physical characteristics of the proposed work. In applying these criteria, the council shall in no way restrict the content or message of the proposed work. (Ord. No. 2003-97, § 6, 10-14-03)

DRAWING OR PHOTO OF WORK:

Attachment: DOC3attachment (14-O-1387 : 253 Auburn Avenue)



for public only

2/18/14

DATE

REVIEWED BY

DRAWING OR REPRESENTATION OF WORK IN CONTEXT TO ITS LOCATION:



ARTIST STATEMENT REGARDING WORK:

The Loss Prevention Arts' goal is to empower Atlanta with murals that our citizens identify with, are inspired by, and which honor our city's story. Our Hero Series honors Georgia citizens who have had a positive impact on everyday people's lives. For our second installment we have chosen to honor Mrs Evelyn Gibson Lowery.

Evelyn Gibson Lowery has been both foot soldier and leader at pivotal moments in the Civil Rights Movement. In the 1950s, with her husband activist Rev. Joseph Lowery, she demonstrated against segregation in Mobile and Birmingham, Alabama. She participated in the Selma to Montgomery March for black voting rights in 1965. Almost 20 years later, she marched from Alabama to Washington, D.C to encourage the extension of the Voting Rights Act. The fearless activist

participate in demonstrations even after bomb threats and being shot at by the Ku Klux Klan in Alabama

As an advocate for the rights of women, children and families, Lowery established the SCLC /W.O.M.E.N. in 1979. Through that organization she has spearheaded education and mentoring programs, HIV/Aids awareness initiatives and raised over \$350,000 for scholarships for high school seniors. Over the years, Lowery has also taken the lead in recognizing the contributions of fellow activists. She created the annual "Drum Major for Justice Awards" after the assassination of Martin Luther King, Jr. In 1987 she conducted the Evelyn Lowery Civil Rights Heritage Tour. She is also responsible for the erection of the Civil Rights Freedom Wall in Perry County, Alabama and monuments honoring movement icons such as Viola Liuzzo, Rev. James Orange. John Lewis and Rev Hosea Williams.

ARTIST'S RESUME:

The Loss Prevention is an art and design collective providing high-end murals, signs and graphic design. The Loss Prevention operates as a conduit for underground artists and innovators to showcase their unique talents both here in Atlanta and across the country.

Originally founded in Los Angeles in 2006, Sean Schwab and the highly skilled team of artists at The Loss Prevention have 20 years of experience working in a wide range of media, including interior and exterior murals, hand painted signs, digital design, and fine art.

The Loss Prevention takes great pride in the work they do, whether it is a large commercial mural or small private commission. Their memorable, award-winning design work has been featured in numerous film, television and print advertising campaigns and art projects. The Loss Prevention's diverse roster of clients includes well-known companies such as Acura, Hello Kitty, and Adult Swim, as well as local businesses, non-profits, and public art projects like the Atlanta BeltLine. The Loss Prevention is also proud to have recently completed a large mural honoring Rep. John Lewis. The Loss Prevention's visual storytelling has significantly contributed to the transformation of some of the country's most interesting cities, towns, and neighborhoods.

for public art only

ATLANTA URBAN
DESIGN COMMISSION

☒ APPROVED

☐ APPROVED WITH CONDITIONS

☒ REVIEWED & COMMENTED

7/18/14

[Signature]

